IN THE CLAIMS:

1. (Currently Amended) A method for recommending one or more available items to a user, comprising the steps of:

   generating a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

   receiving a selection of at least one third party recommender from said user;

   obtaining from said at least one selected third party recommender at least one third party recommendation for said at least one of said available items that reflects a history of selecting said one or more items by said at least one selected third party recommender;-

   generating a third party recommendation score for said at least one of said available items based on said third party recommendation; and

   calculating an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

2. (Canceled)

3. (Previously presented) The method of claim 1, wherein said generating a third party recommendation score step further comprises the step of averaging a plurality of third party recommendation scores for said at least one of said available items.

4. (Original) The method of claim 1, wherein said obtaining step further comprises the step of receiving said third party recommendation score from a remote recommender.

5. (Currently amended) The method of claim 4, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said selected third party recommender.

6. (Original) The method of claim 1, wherein said one or more items are programs.

7. (Original) The method of claim 1, wherein said one or more items are content.

8. (Original) The method of claim 1, wherein said one or more items are products.

9. (Currently amended) The method of claim 1, wherein said selected third party recommender is a selected an individual.

10. (Currently Amended) A system for recommending one or more available items to a user, comprising:

a memory for storing computer readable code; and

a processor operatively coupled to said memory, said processor configured to:

generate a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

receive a selection of at least one third party recommender from said user;

obtain from said at least one selected third party recommender at least one third party recommendation for said at least one of said available items that reflects a history of selecting said one or more items by said at least one selected third party recommender;

generate a third party recommendation score for said at least one of said available items based on said third party recommendation; and

calculate an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

11. (Canceled)

12. (Previously presented) The system of claim 10, wherein said processor is further configured to average a plurality of third party recommendation scores for said at least one of said available items

13. (Original) The system of claim 10, wherein said system receives said third party recommendation score from a remote recommender.

14. (Currently amended) The system of claim 13, wherein said received third party recommendation includes an indication of whether said corresponding recommended item was selected by said <u>selected</u> third party <u>recommender</u>.

15. (Original) The system of claim 10, wherein said one or more items are programs.

16. (Original) The system of claim 10, wherein said one or more items are content.

17. (Original) The system of claim 10, wherein said one or more items are products.

18. (Currently amended) The system of claim 10, wherein said <u>selected</u> third party <u>recommender</u> is ~~a selected~~ <u>an</u> individual.

19. (Currently Amended) An article of manufacture for recommending one or more available items to a user, comprising:

      a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

      a step to generate a user recommendation score for at least one of said available items that reflects a history of selecting said one or more items by said user;

      <u>a step to receive a selection of at least one third party recommender from said user;</u>

      a step to obtain <u>from said at least one selected third party recommender</u> at least one third party recommendation for <u>said</u> at least one of said available items that reflects a history of selecting said one or more items by <u>said</u> at least one <u>selected</u> third party <u>recommender</u>;

      a step to generate a third party recommendation score for said at least one of said available items based on said third party recommendation; and

      a step to calculate an adjusted recommendation score for said user, wherein said user recommendation score is adjusted based on said third party recommendation score.

20. (Canceled)